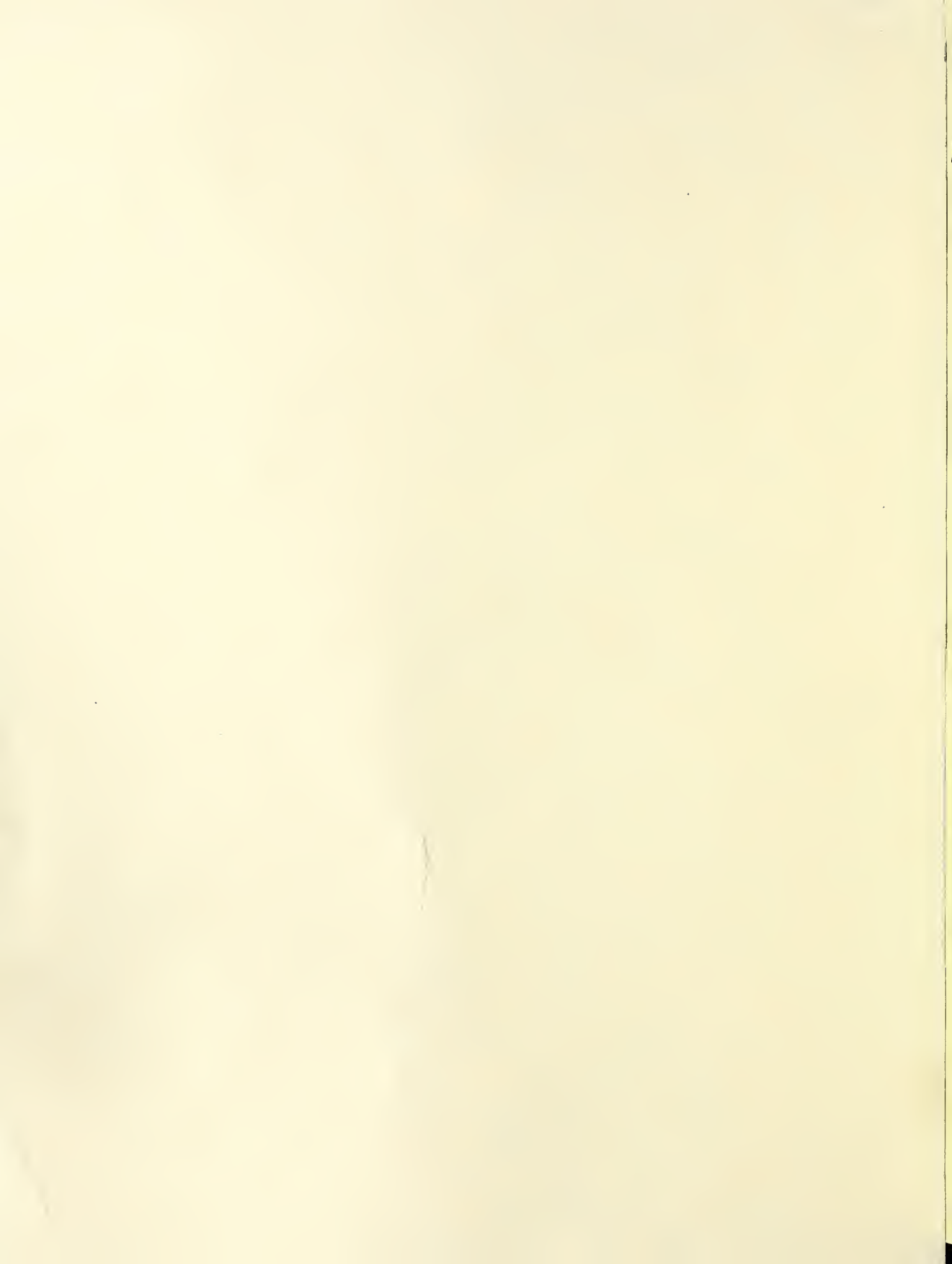
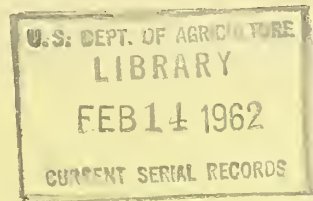


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# FOOD PREVIEW



A 389.8  
F 73  
cop. 2

A summary of the food outlook especially  
designed to give maximum advance information  
to food editors to help them plan food features.

U.S. Department of Agriculture  
Agricultural Marketing Service

December 26, 1961  
F P - 55

MEAT.....Prospective slaughter of meat animals points toward per capita meat consumption in 1962 at about the levels of the last few years. Red meat consumption per capita in 1961 is expected to be about 160.6 pounds compared with 161.5 in 1960.

Beef.....Consumption in 1962 is forecast at close to the record 86.7 pounds in prospect for 1961. Supplies of the grades usually sold in retail stores will be ample.

Pork.....Production in 1962 will likely exceed year-earlier levels with larger supplies assured for the first half of the new year by the large fall 1961 pig crop.

Lamb.....Prospects are for slaughter in 1962 to fall below 1961 levels. Sheep numbers on January 1, 1962, are forecast to be near 32 million head, down nearly a million head from year-earlier levels.

## POULTRY:

Broiler-Fryers..Broiler supplies in the next two months may be about the same as a year ago as a result of recent cutbacks in hatching activity. Broiler prices have strengthened somewhat since mid-November, reflecting the cutbacks. Farm prices in important southern producing areas averaged 15 cents per pound in mid-December -- about the same as a year ago and 4 cents a pound above mid-November levels.

Turkeys.....The 1962 crop is likely to be below this year's levels. But the large carryover of frozen birds from the record 1961 crop and the supplies in distribution channels during the first half of 1962 should bring per capita consumption figures during the new year more closely in line with 1961.

Eggs.....Production for the month of November 1961 was 4.9 billion eggs, 4 percent over a year earlier. Number of layers on December 1 was 304 million, about the same as a year ago. Production for 1962 is expected to be above the 170 million cases in prospect for 1961. Lower egg prices than 1961 appear likely for the first quarter of the new year.

DAIRY.....Milk production has expanded in the last two years after declines in 1957, '58 and '59. Indications point to a record output in 1961, about 2 billion pounds greater than the 122.9 billion pounds produced in 1960. It now appears that expansion will continue with another significant increase expected in 1962.

## VEGETABLES:

Fresh.....Forecasts for 9 crops, which usually account for more than half of the total winter production, indicate an 8 percent decline from last year but about the same as average. Decreases are seen for celery, lettuce, artichokes, cauliflower and kale, while spinach, broccoli, beets and shallots are expected to be in larger supply than last winter.

Processed.....Supplies of both canned and frozen available for marketing during the first half of 1962 will likely be larger than a year earlier. Frozen supplies as of December 1 were 1.3 billion pounds, about one-fourth larger than a year earlier and more than one-third over average for the date.

Potatoes.....Forecast for the 1962 winter crop places production at 4,155,000 hundredweight, 16 percent below the 1961 crop and 4 percent below the 1951-60 average. But storage supplies of fall crop potatoes, which furnish the bulk of winter supplies, are substantially larger than a year ago.

#### FRUITS:

Oranges.....The 1961-62 crop is forecast at 127 million boxes, 9 percent larger than last year and 2 percent above average.

Grapefruit.....A crop of 46.5 million boxes is in prospect for the 1961-62 season, 7 percent over last year and 8 percent above average.

Lemons.....Crop for 1961-62 is forecast at 17.4 million boxes, 23 percent larger than last year's and 16 percent above average.

Frozen.....December 1 stocks totaled 563 million pounds, 11 percent above last year and 12 percent above average for the date.

## ***The Plentiful Foods Program***

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

DOLLAR DINNER PROMOTION. . . . . January 1 - February 28

HOT CHOCOLATE MILK TIME. . . . . January 1 - February 28

NATIONAL KRAUT AND FRANK WEEK. . . . January 25 - February 28

GOOD BREAKFAST MONTHS. . . . . February 1 - March 31

POTATO INDUSTRY PROMOTION. . . . . February 1 - February 28

RED CHERRY INDUSTRY PROMOTION. . . . February 1 - February 28